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WDAF-TV

Flight Dates 10/16/12-10/22/12

Product

CLINT ZWEIFEL 4 MO

Original Date / Revision

Contract / Revision

15% Agency Com

10/18/12 10/18/12

575317 [/]

Billing Contact

Advertiser Zweifel, Clint/D/MO St Treas

650 Massachusetts Ave NW

Suite 210

Washington, DC 20001

Agency Buying Time LLC

650 Massachusetts Ave NW

Buying Contact

Sales Office DC-M

Sales Region NAT

Agency Ref

ORDER

00:15:00 Order Sep

Estimate # 2011

Alt Order # 09771615

Billing Type Cash

GENERAL Order Type

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

GEN Rev Codes SP-POL CAN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Primary Account Executive

Washington, DC 20001

Dan Driscoll

Totals

Suite 210

Start Date End Date Account Executive Order% 100% Dan Driscoll

\$23,162.50

47

Order Share 22% Market Value 123863

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	35920
KCWE	%	0
KMBC	21%	26011
KMCI	%	0
KPXE	%	0
KSHB	28%	34681
KSMO	%	0

Billing Plan **Order Totals** # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount Month : 0.00 10/01/12 10/22/12 \$23,162.50 \$27,250.00 47 \$23,162.50 \$27,250.00 47 October 2012

0.00

\$27,250.00

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					M-F 530-6a							1		
		FOX N	lews			REV								
		St	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				l		
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-	2	4	10/17/12	10/17/12	M-F 530-6a	CM-All	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
	_				M-F 530-6a							i		
		FOX N	lews			REV	P							
		S	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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-	3	4	10/18/12	10/18/12	M-F 530-6a	CM-All	530-6a	7	:30	1	\$300.002	0.00 NM	1	\$300.00
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		FOX N	lews			REV								
		S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 1	0/15/12	10/21/12	T	1	\$300.00	0.00						

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

n Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	Amount
4 4	10/19/1	2 10/19/12	M-F 530-6a M-F 530-6a	CM-Aii	530-6a	-	:30	1	\$300.002	MM 00.0	1	\$300.0
FOX N	lews		000-02	REV								
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5 4	10/22/1	2 10/22/12	M-F 530-6a M-F 530-6a		530-6a	M	:30	1	\$300.002	0.00 NM	1	\$300.0
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	iews iart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	0/22/12	10/28/12	M	1		0.00	****		***************************************			
10 4	10/16/1	2 10/16/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:0	-T 30 AM)	:30	1	\$525.002	M/A 00.0	1	\$525.
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11 4	10/18/1	2 10/18/12	M-F 7-9a	CM-All	-5 -14	T	:30	1	\$525.002	0.00 NM	1	\$525.
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	art Date	End Date	Weekdays	Spots/Week		Rating				- 1		
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Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

`	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type S	Total Spots	_ Amount
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	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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16	4	10/19/1	2 10/19/12	M-F 7-9a	CM-All	8-9a		:30	1	\$525.002	0.00 NM	1	\$525.0
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14/	-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating 0.00						
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17	4	10/22/1	2 10/22/12	M-F 7-9a 8-9a	CM-All	8-98 (8:00 AM-9:0	M	:30	1	\$028.UU Z	0.00 NM	1	\$525.0
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18	4	10/16/1	2 10/16/12	M-F 9-10a	CM-All	9-10a	-7	:30	1	\$200.002	0.00 NM	1	\$200.0
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	*******	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
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Print Date: 10/18/12

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Total Spots	als Amount
			Wi-F TZP-TP									
Noor	ns News		M-F 12-1p	REV								
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26 4	10/16/	12 10/18/12	M-F 5-6p 5-530p	CM-AII	5-530p (5:00 PM-5:	T Mass or:	:30	1	\$600,002	0.00 NM	1	\$600.0
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5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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27 4	10/22/	12 10/22/12	M-F 5-6p	CM-All	5-530p	M	:30	1	\$600.002	0.00 NM	1	\$600.00
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31 4	10/16/1	2 10/16/12	M-F 6-630p	CM-All	6-630p	-T	:30	1	\$900.002	0.00 NM	1	\$900.00
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WHF	EL OF FOR	RTUNE	M-F 630-7p	RE'	V					Î		
		End Date	Weekdays	Spots/Week	v Rate	Rating						
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34 4	,	2 10/16/12	M-F 9-10p	CM-All	 	- True	:30	1	\$800.003	0.00 NM	1	\$800.00
h 1			M-F 9-10p	DEV.								20 14 30 mm - 20 400
News	•			REV						I		

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Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

n Ch	Start	End	Inventory Code		Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	Tota pots	Amount
34 4	10/16/1	2 10/16/12	-	CM-Aii	9-10p	- Tan-ora	:30	1	\$800.003	0.00 NM	1	\$800.0
News			M-F 9-10p	REV								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	0/15/12	10/21/12	-T	1	\$800.00	0.00			······			
35 4	10/19/1	2 10/19/12		CM-All	9-10p		:30	1	\$800.003	0.00 NM	1	\$800.0
News			M-F 9-10p	REV								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					4	
Week: 1		10/21/12	F	1	\$800.00	0.00						
36 4	10/22/1	2 10/22/12	M₂F 0-10p	CM-All	9-10p	Mr. a m m a m	:30	1	\$800.003	0.00 NM	1	\$800.0
			M-F 9-10p							Î		
News		F 3 D - 4 -	Maria de deserva	REV	D-4-	Dating						
<u>S</u> Week: 1	tart Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
37 4		2 10/17/12			10-1030p	W	:30	1	\$800.003	0.00 NM	1	\$800.0
J) 4	(0/11/1	ėr išviiise	M-F 10-1030p	Oin-53h	10.10sistb	*7	.,,,,	•	AMERINE A	Q. (QQ. 13)(1)	•	WD00. 4
News			•	REV								
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
Week: 1		10/21/12	W	1	\$800.00	0.00						4600
38 4	10/18/1	2 10/18/12		CM-All	10-1030p	T	:30	1	\$800.003	0.00 NM	1	\$800.0
News			M-F 10-1030p	REV								
,	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	0/15/12	10/21/12		1	\$800.00	0.00						
30 4	10/16/1	2 10/16/12	M-F 1030-1102p	CM-All	1030-1102p	~T~~~~	:30	1	\$600.002	0.00 NM	1	\$500.0
3.1 m			M-F 1030-1102p	mes /						ı		
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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

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